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ABSTRACT

Intended to help international business people create business documents of style and substance for correspondents in many different cultures (correspondents whose second or even third language is English), this guide is extremely useful for the millions who travel internationally, work abroad, and correspond with business people in other countries. The guide offers comprehensive and easy-to-follow instructions on such matters as how to format an international message, including forms of address; how to recognize pitfalls of language and style; when and where to get a translator; and what to keep in mind about business customs and practices. Chapters in the book are: (1) Two Different Worlds; (2) The Fine Art of Message Design; (3) Write It with Style; (4) Say What You Mean--Literally; (5) The Language Demons among Us; (6) Why Short Is Beautiful; (7) Creating a Punctuation Roadmap; (8) A Matter of Respect; and (9) Around the World from Afghanistan to Zimbabwe. Appendixes contain information about international mail, lists of information sources, and an index of English-language terms to avoid or consider carefully. (NKA)

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